

# Louisiana Beef Industry Council Meeting

April 29, 2016

5852 Florida Blvd

Baton Rouge, LA 70806

## Minutes

Meeting was called to order by Chairman Ronald Black. Members present: Dr. Sheila Pitre, Randy Toups, Walter Smith, Ronald Black, Mack Shelton, Marty Wooldridge, and Dr. Brent Robbins (representing Mike Strain). Members absent: Joey Blanchard, Amelia Kent, and Ed Lopinto.

Motion: Walter Smith made a motion, seconded by Dr. Sheila Pitre, to adopt the minutes, with a correction to show the council voted unanimously to fund the St. Landry Parish Cattlemen's Association's annual "Here's the Beef Cook Off" Program at our February 26 meeting. Motion passed unanimously.

Kyle Coats and Neal Gladner of Louisiana Radio Network made a presentation to LBIC to promote beef through radio advertisement. The commercials would air two weeks prior to Memorial Day, Independence Day, and Labor Day. The commercial would also air on the Tiger Rag Radio Show and the SEC Round Up for 37 weeks beginning in May 2016 and ending in January 2017.

Motion: Walter Smith made a motion, seconded by Mack Shelton, to proceed with the option which will air commercials two weeks prior to Memorial Day, Independence Day, and Labor Day, and also airing on the Tiger Rag Radio Show, as well as the SEC Round Up for 37 weeks beginning May 10, 2015, and ending January 2017 at a cost of \$49,070.00. Kyle Coats and Neal Gladner made the presentation. The motion passed unanimously.

Motion: Dr. Sheila Pitre made a motion, seconded by Marty Wooldridge, to accept the financial report as presented by Peter Barrios. Motion passed unanimously. (Note: The Council agreed that sponsored projects will be categorized as promotion, not education.)

Motion: Dr. Sheila Pitre made a motion, seconded by Randy Toups, to give a \$250.00 sponsorship to the Louisiana County Agricultural Agents Association. Donna Morgan made the presentation concerning this project. The motion passed unanimously.

Motion: Randy Toups made a motion, seconded by Walter Smith, to give a \$2500.00 sponsorship to the Southern Animal Health Association. John Walther made the presentation concerning this project. The motion passed unanimously.

Motion: Walter Smith made a motion, seconded by Randy Toups, to give a \$500.00 sponsorship to the Louisiana Farm Bureau Federation's Young Farmer's and Rancher's Livestock Show. Ron Harrell made the presentation concerning this project. The motion passed unanimously with Marty Wooldridge abstaining because he is a state director for the Louisiana Farm Bureau.

Motion: Marty Wooldridge made a motion, seconded by Walter Smith, to give a \$720.00 sponsorship to the LSU Ag Center and Richland Parish Cattlemen's Association's Master Cattlemen's Course. Rex Morgan made the presentation concerning this project. The motion passed unanimously with Mack Shelton abstaining because he is on the board of directors for the Richland Parish Cattlemen's Association.

After considerable discussion a decision on the LCA billboard proposal was postponed because of a lack of a quorum, due to Dr. Sheila Pitre and Randy Toups having to abstain being officers in Louisiana Cattlemen's Association. Ricky Lester and Cindy Lester made the presentation.

Motion: Randy Toups made a motion, seconded by Dr. Sheila Pitre, to pay \$100.00 for an ad in the Vermillion Parish Cattlemen's Association directory. Randy Toups, Dr. Sheila Pitre and Marty Wooldridge voted in favor of the motion. Walter Smith, Mack Shelton, and Ronald Black voted against the motion. The motion failed.

Motion: Dr. Sheila Pitre made a motion, seconded by Randy Toups, to defer a request from Louisiana Cooking Magazine until the next meeting. Motion passed unanimously.

Ronald Black informed the council that the LBIC website could be ready to go to public view next week and asked members to view the beta site and provide any input that they may have. Black also informed the council that individual email addresses are available if members wish to use them.

Public Comments: John Walter informed the council that state ethics disclosure forms are due to the ethics board by May 15, 2016. Mr. Walther also informed the council that Mr. Black has updated the Board and Commissions website with all of the information they require.

After considerable discussion about Council policy on funding projects retroactively, no action was taken.

Motion: Walter Smith made a motion, seconded by Dr. Sheila Pitre, that the next LBIC meeting will be Friday, June 17, 2016, at 1:00 PM. The motion passed unanimously.

Motion: Dr. Sheila Pitre made a motion, seconded by Walter Smith, to adjourn. The motion passed unanimously.

**Minutes Approved by the LBIC June 17, 2016**